

Merck Foundation launches "Merck More Than a Mother" Film Awards

Merck Foundation, the philanthropic arm of Merck KGaA Germany has announced the call for application of "Merck More Than a Mother" Film Awards in partnership with Rebecca Akufo-Addo, the first lady of Ghana, together with Ghana National Film and TV Institute (Nafti).

Nafti students are invited to create a narrative film or documentary with the aim to deliver strong and influential messages to empower infertile women and say no to infertility stigma.

The applicants are requested to send their entries as a Youtube link to: info@merck-foundation.com. The closing date for applications is 30 June 2019.

Art plays significant role in raising awareness

Dr Rasha Kelej, CEO of Merck Foundation and president of Merck More Than a Mother said:

"I strongly believe that art plays a significant role in raising awareness about sensitive topics like infertility, hence will contribute significantly to break the stigma around infertile women in Africa. One of the great challenges today is that we often feel untouched by the problems of others, even when we can easily do something to help. Giving people access to data most often leaves them feeling overwhelmed and disconnected, not empowered and poised for action. This is where art can make a difference. We decided to launch this competition to select the best film that aims to remind our communities that women are more than just mothers and men are more than just fathers. It takes both a man and a woman to have a child."



Dr Rasha Kelej, CEO of Merck Foundation with first lady of Ghana, Rebecca Akufo-Addo. Image supplied by APO.

She added: "Filmmakers, it's time to showcase your talent and contribute towards making a difference in society with your unique films with strong and relevant messages about infertility."

The best three films will be selected by 'Merck More Than a Mother' committee. Winners will be granted \$1000 each and will be celebrated during the Merck Africa Asia Luminary which will be conducted in Ghana on the 29 and 30 October in presence of more than 15 African first ladies and 1000 participants from more than 60 countries.

Merck Foundation plans to scale up this initiative in many more African countries.

Merck Foundation has been empowering many infertile women in Ghana by building a productive life for them by setting up businesses of their choice for them, as women are much more than just mothers.

Merck Foundation has also provided technical training to four candidates from Ghana under their 'Merck Africa Embryology Training Program' to help build capacity in the field of infertility in the country. The program will be scaled up under the umbrella of the long term partnership with the first lady of Ghana.

Who can apply?

Students from Nafti, Ghana

Last date of submission:

Entries can be submitted till 30th June 2019.

How to apply?

Entries can be submitted via email to info@merck-foundation.com.

The subject line of the mail should mention: Merck Foundation Film Awards

Do also mention your name, contact number and email address.

For more, visit: <https://www.bizcommunity.com>